

Message Text

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PAGE 01 STATE 085842

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R 090956Z APR 76
FM SECSTATE WASHDC
TO AMEMBASSY SEOUL

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E.O. 11652: N/A

TAGS; BEXP; KS

SUBJECT: COUNTRY COMMERCIAL PROGRAM - KOREA FY 1976:
SECOND QUARTER WCAG MEETING

REFERENCE: SEOUL 250 AND 2460

1. REGRET INADVERTENT DELAY IN REPORTING FINDINGS OF
SECOND QUARTER WCAG REVIEW, WHICH TOOK PLACE JANUARY 23.
2. REVIEWING EMBASSY'S SECOND QUARTER REPORT (SEOUL 250),
WCAG EXPRESSED GENERAL SATISFACTION WITH PROGRESS IN MEET-
ING TARGETS TO DATE. THERE WAS AGREEMENT THAT ACCOMPLISH-
MENTS WERE PARTICULARLY NOTEWORTHY IN VIEW OF FIRST HALF
STAFFING DEFICIENCIES IN E/C SECTION. COMMATT PERKINS
TOOK ACTIVE PART IN DISCUSSION, AND WCAG MEMBERS APPRECIAT-
ED HIS PRACTICAL COMMENTS ON 76 PROGRAM.

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PAGE 02 STATE 085842

3. COMMENTS ON SPECIFIC ITEMS FOLLOW:

ANNEX A - WCAG PLEASED TO READ OF EXCELLENT COOPERATION OF USIS INPD PROMOTING COMMERCIAL ACTIVITIES.

ANNEX D - POST CONGRATULATED ON FIVE BSP'S HELD TO

DATE. SUGGEST, HOWEVER, THAT EVEN THOUGH RESULTS OF BSP'S INCLUDED IN MONTHLY UTILIZATION REPORTS, BRIEF RECAPITULATION WOULD BE USEFUL IN ASSESSING RESULTS OF PROMOTIONS.

ANNEX E - ASSUME OMISSION OF MENTION THIS CAMPAIGN MEANS GOALS ACHIEVED AND NOT THAT THIS CAMPAIGN, LIKE CAMPAIGN F, HAS BEEN DEFERRED.

ANNEX G - WCAG COMMENTED FAVORABLY ON NUMBER OF ADVANCE NOTICES SUBMITTED AND, NOTING THAT MEETING WITH CONSULTANTS HAD TAKEN PLACE DURING FIRST QUARTER, AGREED THAT SCHEDULING MEETING EACH QUARTER PERHAPS NOT NECESSARY. THERE WAS GENERAL AGREEMENT ON THE NEED FOR ALL COUNTRY TEAM MEMBERS TO CONTINUE TO BE ALERT TO ADVANCE PROJECT INFORMATION, PARTICULARLY IN THE CONCEPTUAL AND PLANNING STAGES. SUCH INFORMATION WOULD BE PASSED TO THE COMMERCIAL SECTION FOR RAPID TRANSMISSION TO COMMERCE/MEPD SO THAT KEY DECISIONMAKERS IN APPROPRIATE U.S. FIRMS COULD BE INFORMED IN TIME TO ACT BEFORE THE OPPORTUNITIES ARE LOST TO FOREIGN COMPETITORS.

ANNEX H - AGREEMENT REACHED ON DAY OF WCAG REVIEW THAT COMMERCE DIVISION OF MARKET RESEARCH WOULD FUND RESEARCH ON COMPUTERS AND PERIPHERAL EQUIPMENT. KISSINGER

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